

The Cleveland Plain Dealer
February 9-10, 1992

YOUR TV ADS
ARE MORE
FORGETTABLE
THAN EVER.

AND THAT'S
THE GOOD NEWS.





According to a 1990 study of TV commercial recall, fewer viewers than ever can remember the last prime time commercial aired. The first of five similar studies found recall at 18% in 1965; in 1990, recall was a paltry 4%.

Although it showed the sharpest fall from 23% to 6% among the youngest adults (the so-called "TV generation"), the latest study documents big decreases among both sexes and all age, educational and income groups.

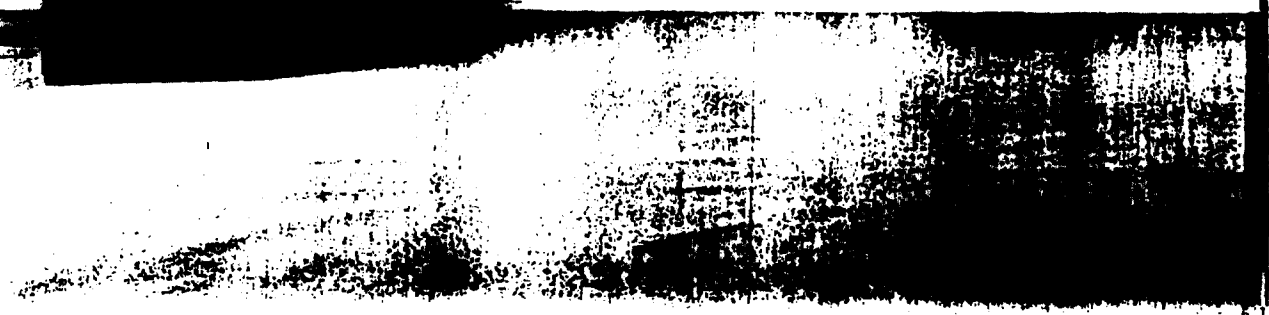
This reflects the ever growing television confusion created by the glut of videocassettes, commercial clutter, and more and more local and cable stations.

TV AD RECALL IS LOWEST AMONG FREQUENT VIEWERS.

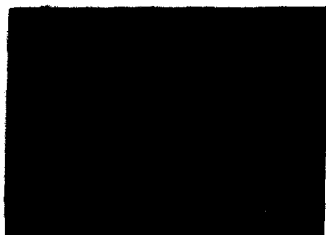
The trend is undeniable: Your TV audience is increasingly comprised of frequent, "hardcore" viewers. Unfortunately, this is precisely the viewing segment which is least likely to recall and respond to your advertising.

The study also showed that compared to prior studies, fewer were focused on television. One of four viewers just "happened to be in the room" and half of the viewers were also doing other things.

Add all these factors to increasingly mediocre programming, declining daytime viewership and more active lifestyles...and you have a real problem. Fortunately, however, there is a solution.



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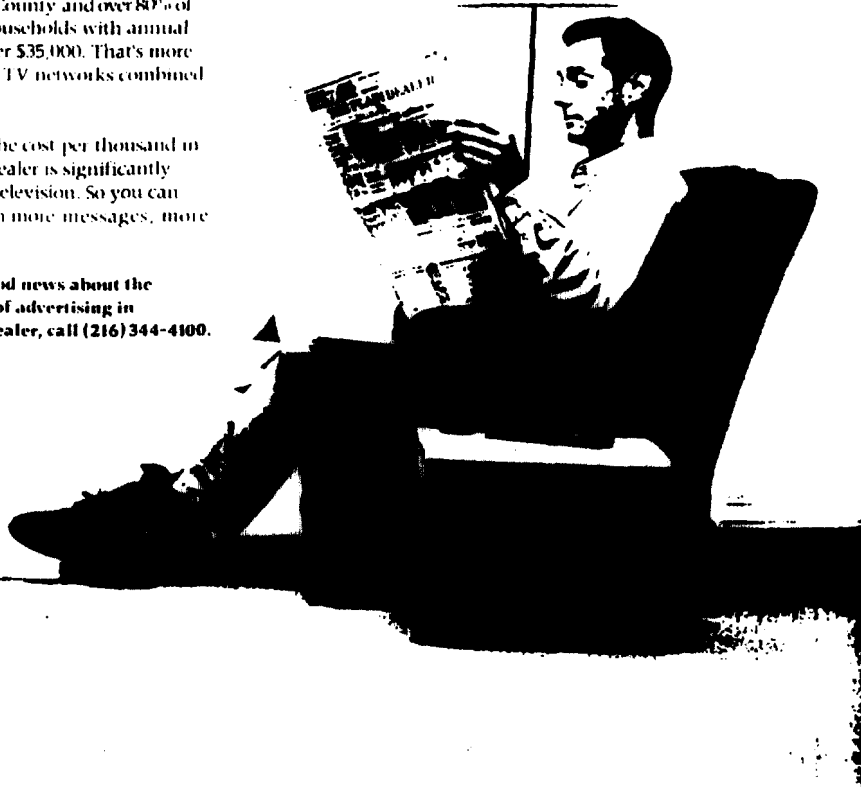
Your ads work harder in The Plain Dealer because people get involved with them. Plain Dealer ads are constantly clipped, posted and saved as helpful reminders. Readers become involved because your ad tells the whole story—with prices, benefits and locations that people can read, absorb and remember.

**REACH MORE PEOPLE,
AND MORE AFFLUENT PEOPLE,
AT LESS COST.**

A single issue of The Plain Dealer reaches 71% of all adults in Cuyahoga County and over 80% of adults in households with annual incomes over \$35,000. That's more than all the TV networks combined at one time.

Best of all, the cost per thousand in The Plain Dealer is significantly lower than television. So you can afford to run more messages, more often.

For more good news about the advantages of advertising in The Plain Dealer, call (216) 344-4100.



HAVE YOU EVER NOTICED HOW TELEVISION & RADIO SPOTS SAY "LOOK IN TODAY'S NEWSPAPER FOR MORE INFORMATION?" EVER WONDER WHY?



In today's changing economy, consumers are cautious. Before they'll part with their hard-earned dollars, they want information. Hard facts. The nuts and bolts of your product or service. Only The Plain Dealer delivers all that. ~ With TV or radio ads, your potential customers can only try to remember what they've heard or seen. But with an ad in The Plain Dealer there's never any doubt. ~ For proof, just consider how many people walk into your business carrying your newspaper ad. They'll never do that with a TV or radio spot. ~ So, whether you need our zoned editions or full run, call Bob Hagley, Plain Dealer Advertising Director, at 344-4350 today. He'll show you how to get the word out. Because that's what your customers want. And the customer is always right.

Because today your advertising has to work.

Feb 2, 1992

But... chairman of Citizens for Excellence in Education... might be a case of keeping up with the Joneses. Hudson and Stow recently got new high schools, so some think we should have one here." Superintendent Patrick Corbett falls Tuesday, school officials will seek to place some type of renovation and construction bond issue back on the ballot. "Something has to go back on the ballot to address this issue," he said.

Karen Steiger & Rhoda Agin
Owners, Bon Kay Fashions



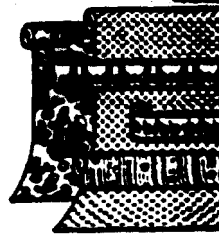
"The Plain Dealer
And Its Special
Style Sections
Help Us Attract
Our Customers In
The Most Efficient
Way Possible."

"We've found The Plain Dealer to be the best medium for telling our customers everything they want to know about our quality merchandise. And the Style sections on Thursdays help us target those customers even more directly. Their sophisticated design and tone match our fashion personality perfectly. Advertising in The Plain Dealer just makes good sense."

For details on how The Plain Dealer can deliver your retail message right to your customer's door, call 344-4933.

The Plain Dealer
Leadership in Advertising Results

**WALL
40-5**



Offer expires 2/8/92

**MINI BLIND
VERTICAL
PLEATED
65-70**

**plus WOOD MINI
BLINDS**

• Professional Installation
• No Freight Charges • In-Store



"APP"

Comparing "Apples and window treatments at Pucher's. Now let

RUBBER PAD A

LOWEST CARP

PUCHER'S "CL

We are offering our same price as our st 1992. This pad has t sells for \$4.99 per sq you can't beat us w great prices!

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WALLCOVERING • PAINT •

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44' L.F.
56' L.F.
DE

LOSE WEIGHT EASILY

AND KICK IT OFF WITH INSTITUTE OF BEHAVIOR MODIFICATION HYPNOSIS

**MAKE PLANS
TO ATTEND
NOW!**

LIFETIME MEMBERSHIP
Reg. \$39.99
Save 15
\$34.99
Complete
Cash, Visa, MasterCard

- 1.) It's safe & effective.
- 2.) It will increase your confidence.
- 3.) It will control your appetite.
- 4.) It will improve your self-image.
- 5.) It will decrease your tension & stress.

SIGN HERE FOR DRAWING

Kevin Soster
General Manager

Debra Spence
Manager
Sneakers Restaurant



**"In Lake County,
The Plain Dealer
Gives Us
The Exposure
We Want."**

"The restaurant business is extremely competitive, so we need to make sure Sneakers always has high visibility with our customers. The Plain Dealer has earned our confidence by consistently and effectively reaching the people in our Lake County area. And once The Plain Dealer helps bring people to us, we know we can keep them coming back for more."

For details on how The Plain Dealer can deliver your retail message right to your customer's home, call 344-4968.

The Plain Dealer
Leadership in Advertising Results

Kronheim's Furniture and The Plain Dealer - Making Headlines Together For More Than 74 Years.

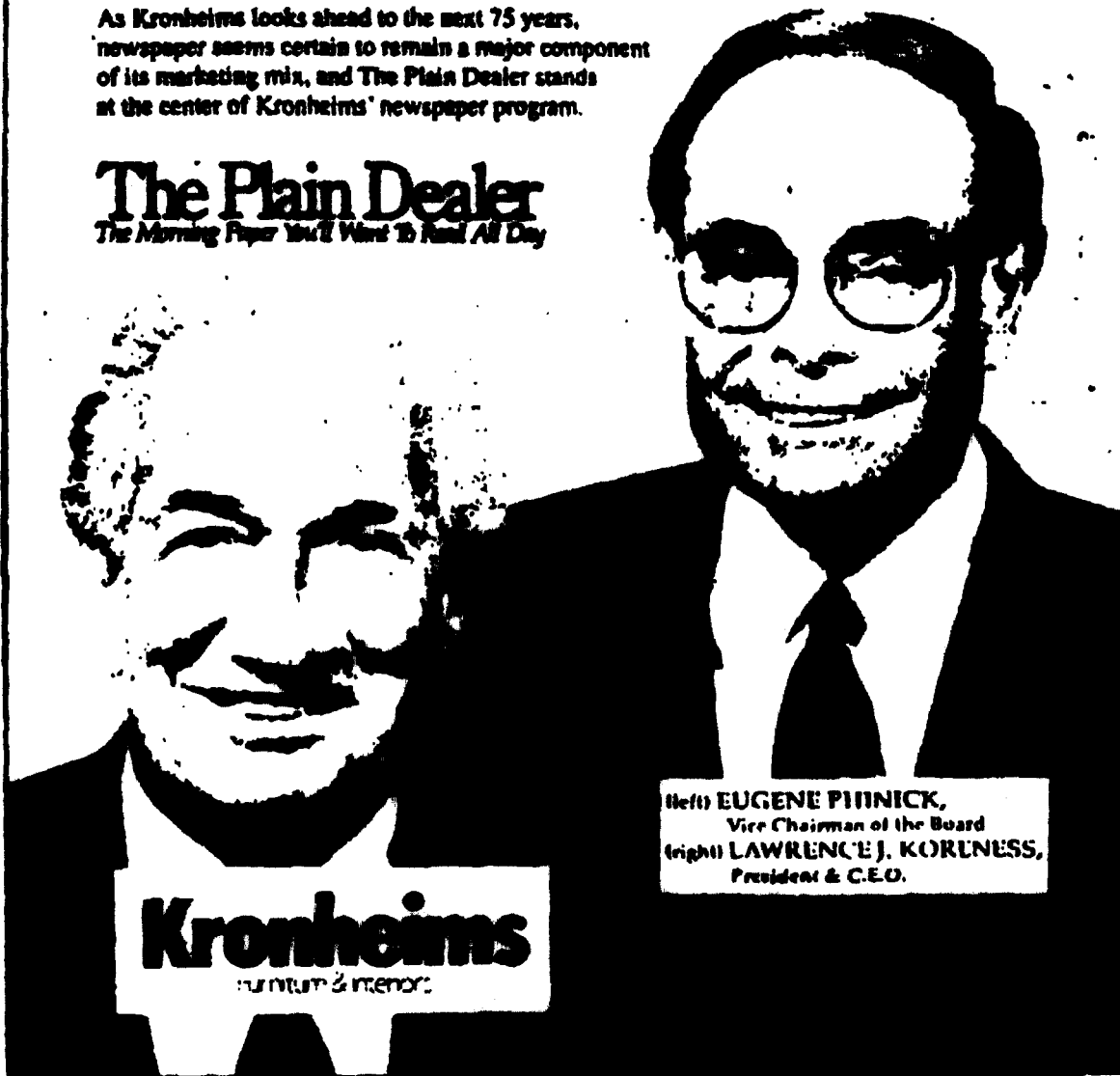
As Kronheim's Furniture and Interiors enters its 75th year of providing Greater Clevelanders with fashion and value in fine home furnishings, Lawrence J. Koreness, President, and Eugene Plinick, Vice Chairman of the Board, offer their insights on the company's successful track record.

"Our longevity is largely based on our ability to get our message across to the public. In that regard, The Plain Dealer has been the backbone of our advertising strategy. It's a very effective communication tool," states Mr. Koreness.

Mr. Plinick adds, "For special promotions The Plain Dealer's flexible zones allow us to pinpoint the market for any of our five locations. Plus, the use of color in our print advertising offers us extra visibility that produces results."

As Kronheim's looks ahead to the next 75 years, newspaper seems certain to remain a major component of its marketing mix, and The Plain Dealer stands at the center of Kronheim's newspaper program.

The Plain Dealer
The Morning Paper You'll Want to Read All Day



(left) EUGENE PLINICK,
Vice Chairman of the Board
(right) LAWRENCE J. KORENESS,
President & C.E.O.

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AT THE PLAIN DEALER
COLUMBIAN COLLEGE
COLUMBIAN COLLEGE
COLUMBIAN COLLEGE

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01/10/2010



READ BETWEEN THE LINES

**WHAT THE PLAIN DEALER
DID NOT MENTION.**

**PREPARED BY:
DANA NAGEL
WKYC-TV, CHANNEL 3**




READ BETWEEN THE LINES

ON SUNDAY, FEBRUARY 9TH AND ON MONDAY, FEBRUARY 17, 1992, THE PLAIN DEALER RAN AN ADVERTISEMENT TITLED:

"WHY KNOWLEDGEABLE ADVERTISERS SHOULD DIRECT THEIR BUDGETS INTO NEWSPAPER."

FOLLOWING IS THE ADVERTISEMENT WHICH APPEARED AS AN ARTICLE:

HAVE YOU EVER NOTICED HOW TELEVISION & RADIO SPOTS SAY "LOOK IN TODAY'S NEWSPAPER FOR MORE INFORMATION?"



EVER WONDER WHY?

In today's changing economic marketplace, our customers. Before they'll part with their hard earned dollars, they want information. Hard facts. The facts and facts of your product or service. Only The Plain Dealer delivers all that. ~~~~~ With TV or radio ads, your potential customers can only try to remember what they've heard or seen. But with an ad in The Plain Dealer there's never any doubt. ~~~~~ For proof, just consider how many people walk into your business carrying your newspaper ad. They'll never do that with a TV or radio spot. ~~~~~ So, whether you need one small ad or a full one, call Bob Hughes, Plain Dealer Advertising Director at 344-4300 today. He'll show you how to get the most out. Because that's what your customers want. And the customer is always right.

The Plain Dealer

Because today your advertising has to work.

LET'S TAKE A CLOSER LOOK...



READ BETWEEN THE LINES

THE PLAIN DEALER STATES:

"HAVE YOU EVER NOTICED HOW TELEVISION AND RADIO SPOTS SAY LOOK INTO TODAY'S NEWSPAPER FOR MORE INFORMATION? EVER WONDER WHY?"

CONSIDER THIS:

THE STATEMENT IS TRUE, SOME TELEVISION AND RADIO SPOTS DO MENTION TO SEE TODAY'S PAPER FOR MORE INFORMATION. HOWEVER, HERE ARE SOME POINTS TO REMEMBER:

POINT #1:

MANY PRINT ADVERTISERS USE "AS SEEN ON TV!"

THERE ARE SEVERAL REASONS SUCCESSFUL BUSINESSES WANT TO BE ASSOCIATED WITH TELEVISION.



READ BETWEEN THE LINES

REASON:

ACCORDING TO R.H. BRUSKINS, "THE PUBLIC'S
OPINION OF THE ADVERTISING MEDIUM YOU USE
HAS A DIRECT EFFECT ON HOW YOUR PRODUCT
IS PERCEIVED."

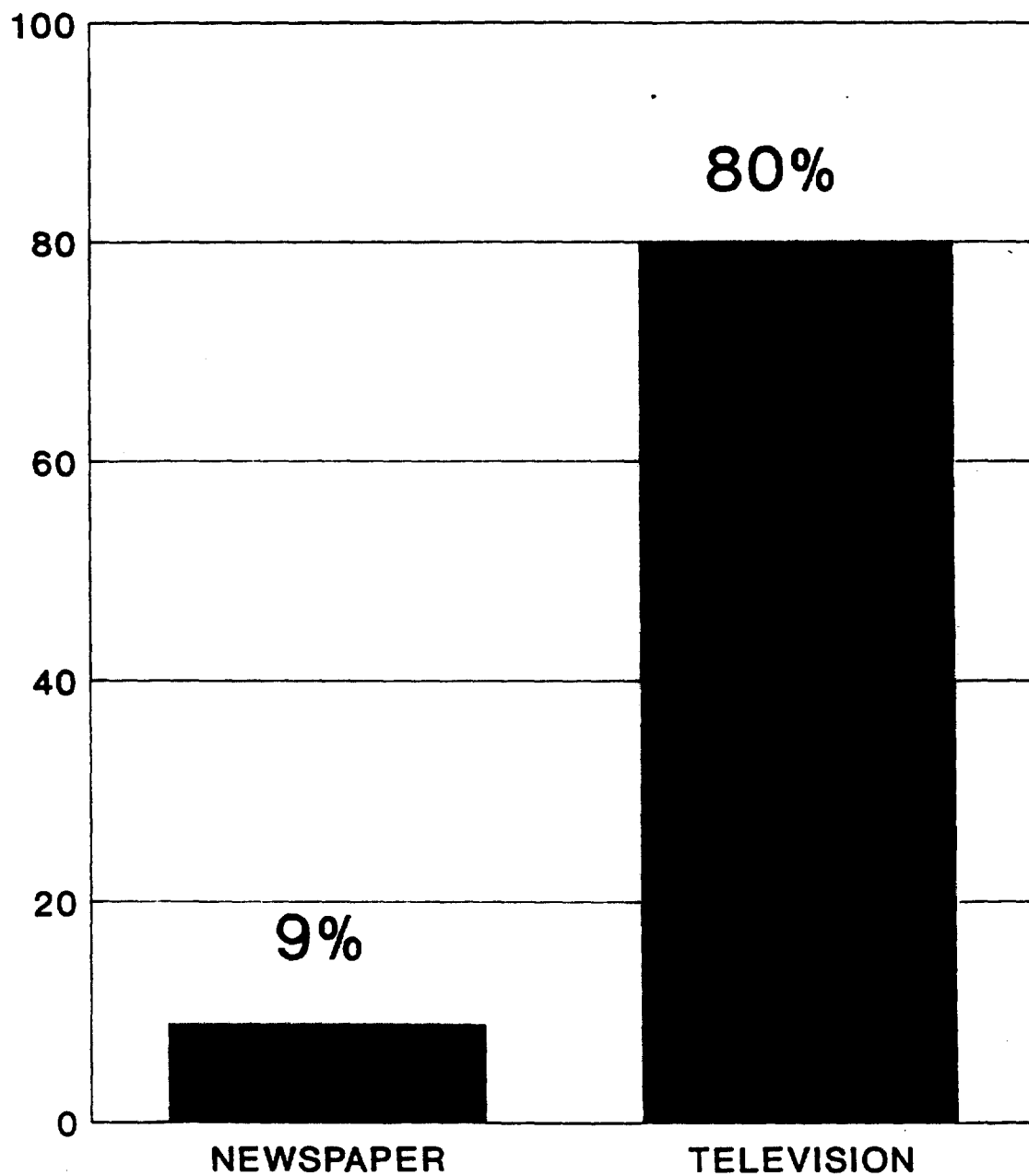
TELEVISION WINS!

YOUR POTENTIAL CUSTOMERS FEEL THAT
TELEVISION ADVERTISING IS:

- THE MOST INFLUENTIAL!
- THE MOST AUTHORITATIVE!
- THE MOST BELIEVABLE!



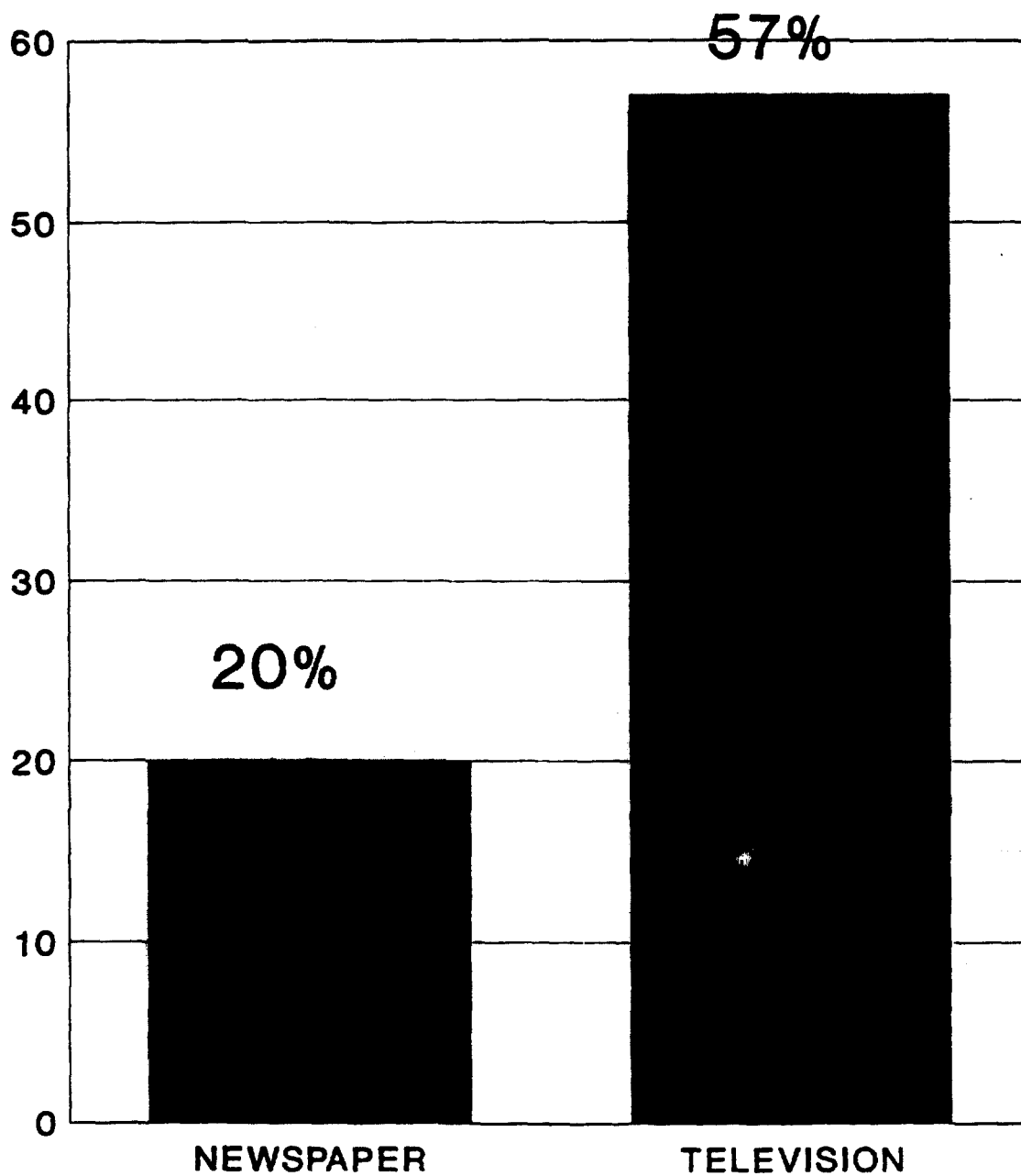
TELEVISION VS. NEWSPAPER INFLUENTIAL



SOURCE: R.H. BRUSKIN



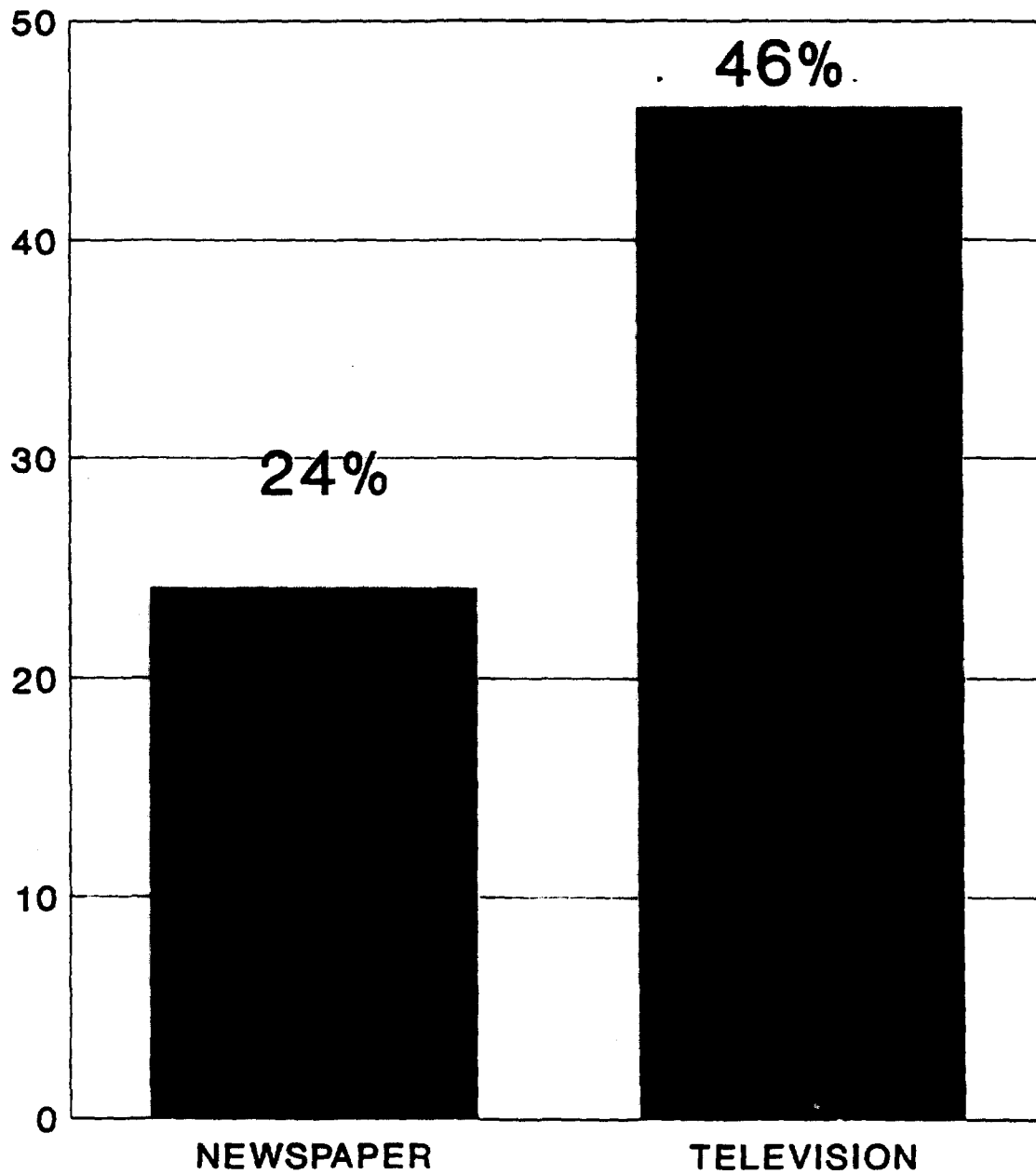
TELEVISION VS. NEWSPAPER AUTHORITATIVE



SOURCE: R.H. BRUSKIN



TELEVISION VS. NEWSPAPER BELIEVABLE



SOURCE: R.H. BRUSKIN

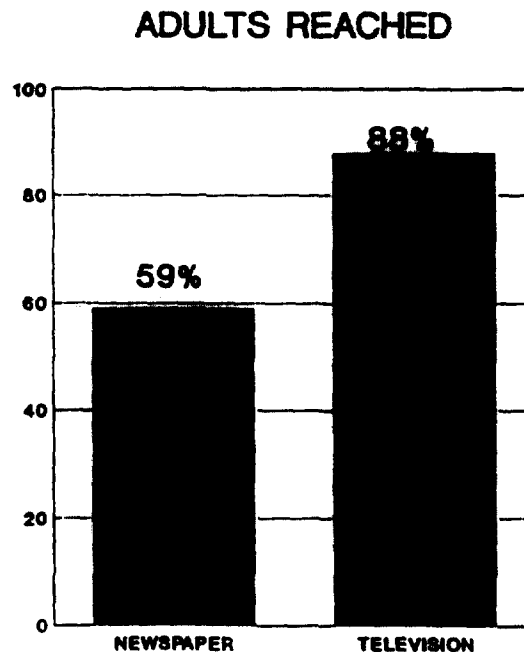


READ BETWEEN THE LINES

THESE SUCCESSFUL ADVERTISERS
KNOW THE POWER OF TELEVISION
ADVERTISING AND WANT TO BE
ASSOCIATED WITH IT!

REASON:

IN ONE DAY, TELEVISION REACHES HALF
AGAIN AS MANY PROSPECTIVE CUSTOMERS
THAN NEWSPAPER DOES.

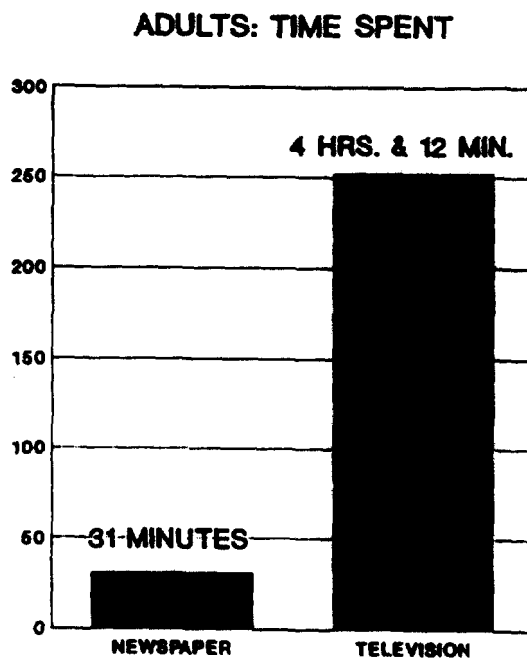


SOURCE: R.H. BRUSKIN



READ BETWEEN THE LINES

IN ONE DAY, ADULTS SPEND EIGHT TIMES MORE TIME WITH TELEVISION THAN THEY DO WITH NEWSPAPERS:



SOURCE: R.H. BRUSKIN



READ BETWEEN THE LINES

**SUCCESSFUL ADVERTISERS KNOW IT IS
JUST COMMON SENSE TO ADVERTISE THEIR
PRODUCT/SERVICE WHERE THE MOST
PEOPLE ARE LIKELY TO SEE IT!**

**WHY ELSE DO ADVERTISEMENTS USE:
'AS SEEN ON TV' IN THEIR PRINT
ADVERTISEMENTS?**

REASON:

**IN TODAY'S COMPETITIVE BUSINESS WORLD,
YOU WANT YOUR MESSAGE TO BE SEEN,
HEARD AND READ AS MANY TIMES AS
POSSIBLE. THE MORE TIMES YOUR MESSAGE
IS DELIVERED ... THE BETTER!**

**COMBINING ALL YOUR ADVERTISING
EFFORTS TO MAXIMIZE YOUR RESULTS IS
CALLED USING A 'MEDIA MIX.' MANY
ADVERTISERS USE BOTH TELEVISION AND
NEWSPAPER TO DELIVER AND ENFORCE THEIR
MESSAGE.**



READ BETWEEN THE LINES

THE ARTICLE GOES ON TO SAY:

'IN TODAY'S CHANGING ECONOMY, CONSUMERS ARE CAUTIOUS. BEFORE THEY'LL PART WITH THEIR HARD EARNED DOLLARS, THEY WANT INFORMATION. HARD FACTS. THE NUTS AND BOLTS OF YOUR PRODUCT OR SERVICE. ONLY THE PLAIN DEALER DELIVERS ALL THAT.'

CONSIDER THIS:

IT IS TRUE THAT CONSUMERS WANT AS MUCH INFORMATION AS POSSIBLE BEFORE THEY PART WITH THEIR HARD EARNED DOLLARS. IT IS NOT TRUE THAT ONLY THE PLAIN DEALER DELIVERS THE "HARD FACTS."

CONSUMERS GET THEIR INFORMATION FROM MANY SOURCES. TELEVISION IS ONE OF THOSE SOURCES. SINCE TELEVISION IS THE MOST AUTHORITATIVE, THE MOST BELIEVABLE AND THE MOST INFLUENTIAL; WOULDN'T TELEVISION BE A MAJOR SOURCE TO DELIVER "HARD FACTS?"

THINK ABOUT YOUR LIFESTYLE...

- WHERE DID YOU FIND OUT TODAY'S WEATHER?
- WHERE DID YOU FIND OUT ABOUT TODAY'S MAJOR EVENTS?

MORE PEOPLE FIND OUT ABOUT WHAT'S HAPPENING IN THE WORLD AROUND THEM FROM TELEVISION.

TELEVISION IS A PART OF THE AMERICAN LIFESTYLE. IT'S WHERE YOU CAN REACH WHATEVER KIND OF PEOPLE YOU NEED TO REACH. IN FACT, ONCE YOU KNOW WHAT CUSTOMER GROUP YOU WANT, THE SHORTEST DISTANCE TO THEM IS THROUGH TELEVISION!



READ BETWEEN THE LINES

THE ARTICLE GOES ON TO SAY:

'WITH TV OR RADIO ADS, YOUR POTENTIAL CUSTOMERS CAN ONLY TRY TO REMEMBER WHAT THEY'VE HEARD OR SEEN. BUT WITH AN AD IN THE PLAIN DEALER THERE'S NEVER ANY DOUBT.'

CONSIDER THIS:

TO SHOW YOU WHY THIS STATEMENT IS UNTRUE...
LET'S TAKE A QUICK TEST.

NAME THE FIRST COMPANY THAT COMES TO MIND
IN THE FOLLOWING CATEGORIES:

NAME A MATTRESS COMPANY.

NAME A FAST- FOOD CHAIN.

NAME AN OVERNIGHT DELIVERY SERVICE.

NAME A TIRE COMPANY.



READ BETWEEN THE LINES

DID YOU ANSWER:

- **SEALY MATTRESS?**
- **Mc DONALD'S?**
- **FEDERAL EXPRESS?**
- **GOODYEAR TIRES?**

IF YOU DID, YOU'RE ON THE MONEY!! WHEN SURVEYED, MOST PEOPLE ANSWER NAMING THE ABOVE COMPANIES

SUCCESSFUL COMPANIES USE TELEVISION TO DELIVER THEIR MESSAGE... SHOULDN'T YOU? THE ABOVE COMPANIES HAVE USED TELEVISION EXTENSIVELY TO CREATE TOP OF MIND AWARENESS. THE MORE TOP OF MIND AWARENESS YOUR PRODUCT OR SERVICE HAS, THE MORE SUCCESSFUL YOU'RE LIKELY TO BE. TOP OF MIND AWARENESS IS NOT CREATED IN THE NEWSPAPER! ONLY TELEVISION CAN CREATE DEMAND AND DESIRE AND MAKE A NAME FOR YOUR COMPANY.

SUCCESSFUL COMPANIES USE TELEVISION TO DELIVER THEIR MESSAGE... SHOULDN'T YOU?



READ BETWEEN THE LINES

**IF IT'S TRUE THAT CUSTOMERS "CAN ONLY
TRY TO REMEMBER WHAT THEY'VE HEARD
OR SEEN..."**

HERE IS ANOTHER QUICK TEST:

(YOU'LL NEED A PEN!)

**MAKE A LIST OF ALL THE NEWSPAPER
ADVERTISEMENTS YOU REMEMBER? NAME
ALL THE ONES THAT ARE "TOP OF MIND":**

**DID YOU REMEMBER THESE IMPORTANT KEY ELEMENTS
THAT YOU'D WANT YOUR POTENTIAL CUSTOMERS TO
REMEMBER:**

- 1. NAME OF BUSINESS/SERVICE?**
- 2. SPECIAL PROMOTION, SALE, OR IDEA?**
- 3. LOCATIONS?**



READ BETWEEN THE LINES

NOW, MAKE A LIST OF ALL THE TELEVISION COMMERCIALS YOU REMEMBER:

HOW DID YOU DO? IF YOU'RE LIKE MOST PEOPLE, BECAUSE OF THE POWER OF TELEVISION, YOU'LL REMEMBER MORE TELEVISION ADVERTISEMENTS THAN NEWSPAPER.

CONSIDER THIS:

WHEN IS THE LAST TIME SOMEONE ASKED YOU:
"DID YOU SEE THAT GREAT NEWSPAPER AD?!"

CHANCES ARE A TELEVISION COMMERCIAL HAS BEEN A TOPIC OF CONVERSATION IN YOUR DAILY LIFE. AND, CHANCES ARE, A NEWSPAPER ADVERTISEMENT *HASN'T!*

IF YOU REMEMBERED MORE TELEVISION ADVERTISEMENTS THAN NEWSPAPER ... IS NEWSPAPER ADVERTISING EFFECTIVE?

HOW CAN THE PLAIN DEALER SAY WITH NEWSPAPER THERES NEVER ANY DOUBT?



READ BETWEEN THE LINES

THE ARTICLE GOES ON TO SAY:

'FOR PROOF, JUST CONSIDER HOW MANY PEOPLE WALK INTO YOUR BUSINESS CARRYING YOUR NEWSPAPER AD. THEY'LL NEVER DO THAT WITH A TV OR RADIO SPOT.'

WELL, HOW CAN THIS BE ARGUED?

YES, IT'S TRUE, CUSTOMERS BRING IN YOUR NEWSPAPER ADVERTISEMENT. SINCE IT'S IMPOSSIBLE FOR CUSTOMERS TO PHYSICALLY BRING IN A TV OR RADIO SPOT, IS THIS A FAIR COMPARISON?!?

AS WE MENTIONED BEFORE, TELEVISION CREATES TOP OF MIND AWARENESS. TELEVISION MAKES A LASTING IMPRESSION IN YOUR POTENTIAL CUSTOMERS MIND, AN IMPRESSION THEY CARRY WITH THEM ALWAYS!!!